

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BMK3164 – Industrial Marketing

(All sections / Groups)

29 May 2019

2.30 pm to 4.30pm

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE (1)** printed page with **FOUR (4)** questions (excluding the cover page).
2. Answer **ALL** the questions.
3. Answer in the answer booklet provided.

Answer ALL FOUR (4) questions.

Question 1

Discuss three (3) ways a firm can segment its purchases.

(25 marks)

Question 2

Channel design is a dynamic process. What are the six (6) processes involved in channel designing. Explain briefly.

(25 marks)

Question 3

"Value-Based Strategy for setting the price of a product, is more valuable to customers than, price and cost considerations". Discuss.

(25 marks)

Question 4

The product positioning process comprises of 6 steps. List and explain briefly the **SIX (6)** steps in product positioning process, with examples.

(25 marks)

End of page